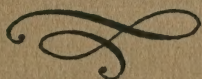


APR 24 '18

# THE APPLICATION OF



A TREATISE ISSUED BY THE  
**ROBERTSON**  
**ART TILE COMPANY**  
MANUFACTURERS OF  
**FLOOR AND WALL TILE**



TRENTON, NEW JERSEY.  
WORKS: MORRISVILLE, PA.

MAR 15 '14

-327

THE  
ROBERTSON ART TILE CO.

HAS MADE A  
SPECIALTY OF

SANITARY TILE WORK

FOR MANY YEARS



GLAZED WALL TILE  
VITREOUS FLOOR TILE  
VITRIFIED CERAMIC MOSAIC



A LARGE STOCK ENABLES US TO FILL ALL ORDERS  
PROMPTLY

Classics  
AT  
7680  
R545  
1910



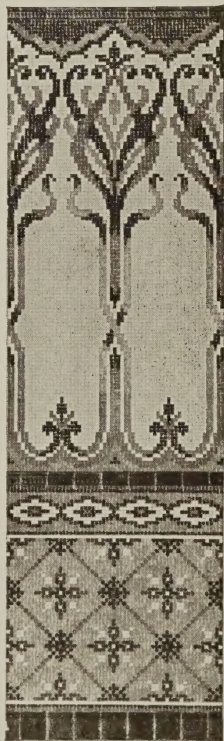
## The Application of Ceramic Mosaic on Walls

The constantly increasing traffic and a natural desire to steadily improve the durability as well as the sanitary and fire-proof qualities of our buildings, have made the treatment of walls and floors a very important matter.

The Clay Tile has always found broad application as a flooring and wainscoting material, and it may be said that the Vitreous Floor Tiling and the Glazed Wall Tiling have never been surpassed, as they combine all virtues of a durable, sanitary, fire-proof, decorative and economic wall and floor covering.

The Ceramic Mosaic has assumed the foremost place as a flooring material, and the Glazed Wall Tile has been recognized as the most desirable veneer of a sanitary character for walls.

There are, however, walls which are subjected to very rough treatment, either by heavy traffic or by exposure to the elements. Such walls should be protected by a material of greater strength than the Glazed or Enameled Tile affords.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

The Robertson Art Tile Company has developed the application of Ceramic Mosaic for such purposes with signal success, and every application of this material for Mural work has been an unqualified success from every standpoint.

While so far Ceramic Mosaic has been placed on walls principally as a medium of utility, economy and durability, it may be stated that exquisite decorative effect and the comparative cheapness of the material have already begun to encourage its use in places where artistic expression is especially sought.

*We predict that the Ceramic Mosaic will find an even greater field for its utility on walls than on floors.*

Its first application of importance was in the tiling of the Subway Stations at Philadelphia, of which several illustrations appear in this pamphlet. The conditions connected with work of this character are very severe. The walls, being all under ground, are necessarily subjected to more or less moisture, which almost prohibited the use of a glazed tile on account of the porosity of its body. The stations are, furthermore—especially at the entrances—exposed to the outer atmosphere and consequently to rain and frost. The constant heavy traffic demanded a material of greatest resistance, and the necessity to economize in available space called for a veneer of the thinnest kind.

All the problems connected with these conditions have been completely solved by the application of Ceramic Mosaic, and it may be said, in addition, that the decorative part of the work is most gratifying, as these fine Mosaic walls seem to be in perfect harmony with the other surroundings of a modern railway station.

---

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

The next pretentious work executed in Ceramic Mosaic was the swimming-bath of the Hotel Chamberlin, at Old Point Comfort, Va. Several extraordinary conditions had also to be considered in connection with this work. The swimming-bath contains sea-water, which has always disintegrated marbles and enamels, and the great volume of water contained in this large pool, and its immense pressure, called for a treatment of more than ordinary constructive strength and water-tightness. It must furthermore be said that the decorative qualities were of considerable importance, owing to the class of patronage enjoyed by this popular resort. The pictures of the pool appearing in this pamphlet will give a good idea of the satisfactory conception and execution of the work.

The pool itself, walks and ledges, steps and wainscots, are all covered with Ceramic Mosaic of a "vitreous" character. The suggestive design of lotus flowers, the brilliancy of the colors and the great delicacy of the tesserae appeal to every connoisseur.

We print, furthermore, in this pamphlet, a number of illustrations of conspicuous places where Ceramic Mosaics have been used both on walls and floors with unqualified success; also on the exterior of buildings, where it is used for decorative purposes.

The application of Ceramic Mosaic is quite simple. The walls receive a coat of Portland cement mortar and the Ceramic Mosaic Tile are pressed in this mortar, thus forming a homogeneous mass with the wall on which they are placed. Being thus thoroughly incorporated with the mortar, it is practically impossible for the Tile to come off, unless the mortar peels off the wall, which is scarcely within the range of possibility. The Ceramic



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

Mosaic consists of thoroughly Vitreous Tile, and no discoloration of the wall through moisture, coming either from the wall or from the outside, can possibly occur to influence the appearance or stability of the Tile. There is, furthermore, no danger of crazing, spawling or chipping.

The application of ordinary tile on rounded or curved sections of walls has always been attended by considerable difficulties. Ceramic Mosaic follows every bend or curve of a wall almost as easily as ordinary wall-paper, and no cutting is necessary.

The Robertson Art Tile Company will gladly confer with all interested parties for the purpose of giving detailed instructions concerning the setting.

It has been found that, for work of a delicate nature, as, for instance, in lobbies and other parts of public and private houses, the application of  $\frac{1}{2}$ -inch Mosaic affords most pleasing decorative results, as the tesserae of the  $\frac{1}{2}$ -inch tile is minute enough to execute very delicate designs.

*Mural Mosaic Work*, applied to the *exterior walls* of buildings, will very likely become an important feature of modern architecture. The desire for exterior polychrome treatment is growing, especially as our tall buildings and proportionately narrow streets practically prohibit strong plastic efforts.

Some "polychrome" attempts have proved failures on account of the inappropriate materials selected for the purpose. Marbles will oxidize in the atmosphere and thereby lose their colors, at least on the surface. Terra-cottas or other porous clay bodies will too readily discolor through absorption, and enameled or glazed clay bodies are often affected by moisture and frost.

---

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

The only material which will retain its colors and unimpaired surface is clay, burned to entire vitrification, which will make it non-absorbent and consequently impervious to moisture and freezing. *Ceramic Mosaic* is, therefore, the ideal material for exterior Mural application, especially as its minute tesserae and a sufficient "palette" will offer an unlimited range for decorative treatment. *Concrete Buildings*, which are naturally severely plain and oftentimes unsatisfactory in color, can easily be veneered with Ceramic Mosaic. The panels shown in the facade of one of the buildings illustrated herein attest, at least, to the great durability of Ceramic Mosaic.

These panels were placed in the building about three years ago and the colors show no change.

The Robertson Art Tile Company calls the attention of all interested parties to this material in a most serious manner, and places its Designing and Estimating Department, at the disposal of those desiring to learn more about this material and its application.



---

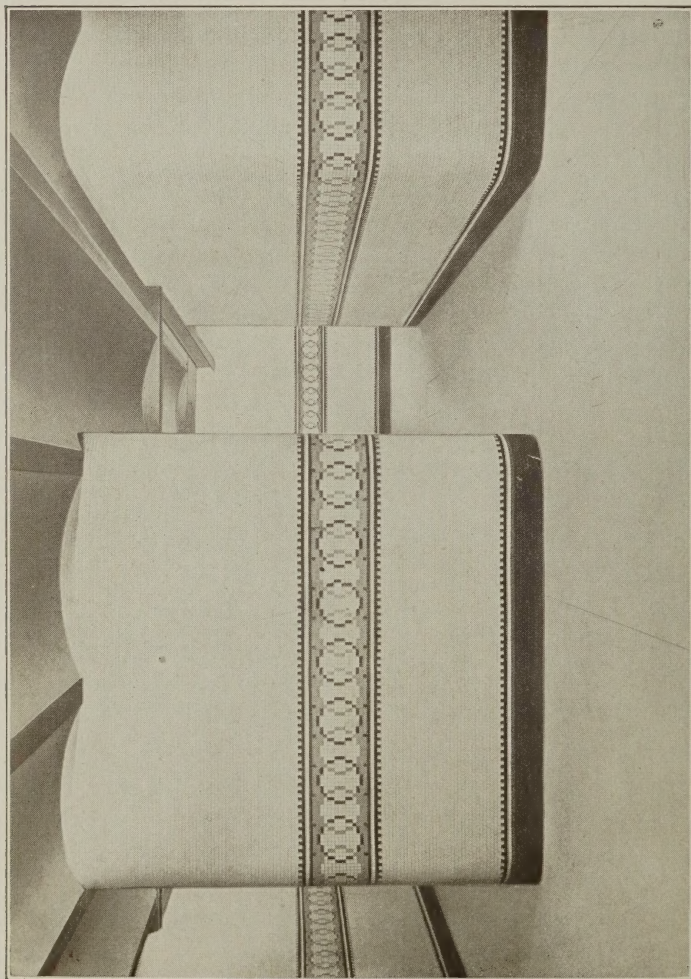
---

ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls, Corridors, Fifteenth Street Station, Philadelphia Subway.



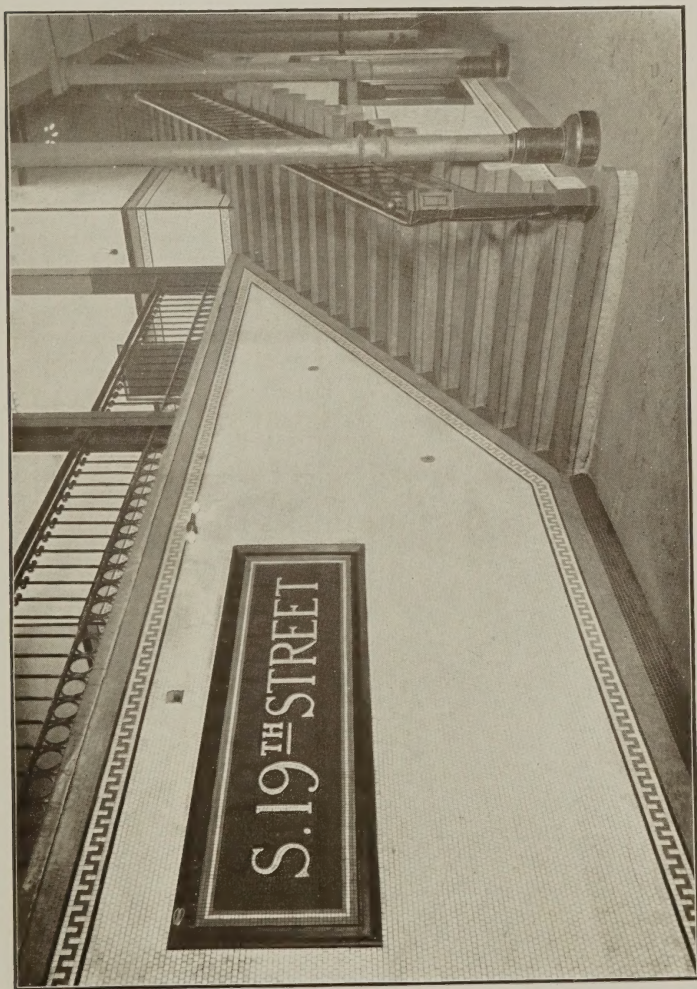
---

ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls. Philadelphia Subway.

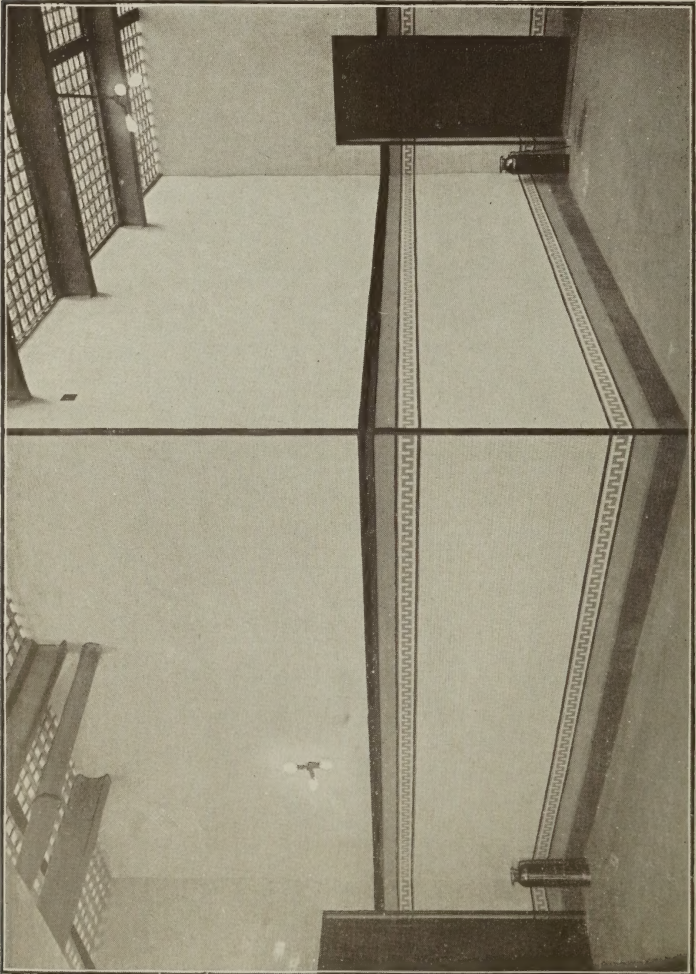
---

ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls, Philadelphia Subway.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls. Boston Subway.

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls. Boston Subway.



ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.



Ceramic Mosaic applied to Walls. Fire House, Baltimore, Md.

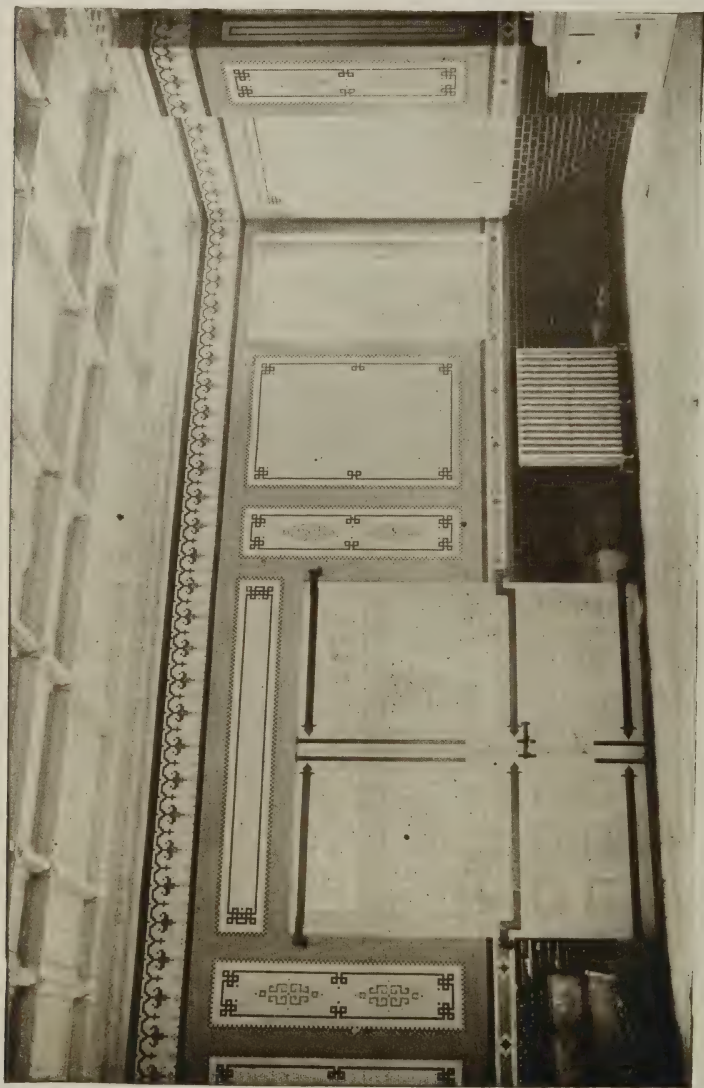
---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls, Fire House, Baltimore, Md.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls. Fire House, Baltimore, Md.

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls and Floors. Pompeian Baths, Hotel Chamberlin,  
Old Point Comfort, Va.



---

ROBERTSON ART TILE COMPANY  
WORKS: MORRISVILLE, PA. TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls and Floors. Pompeian Baths, Hotel Chamberlin.  
Old Point Comfort, Va.

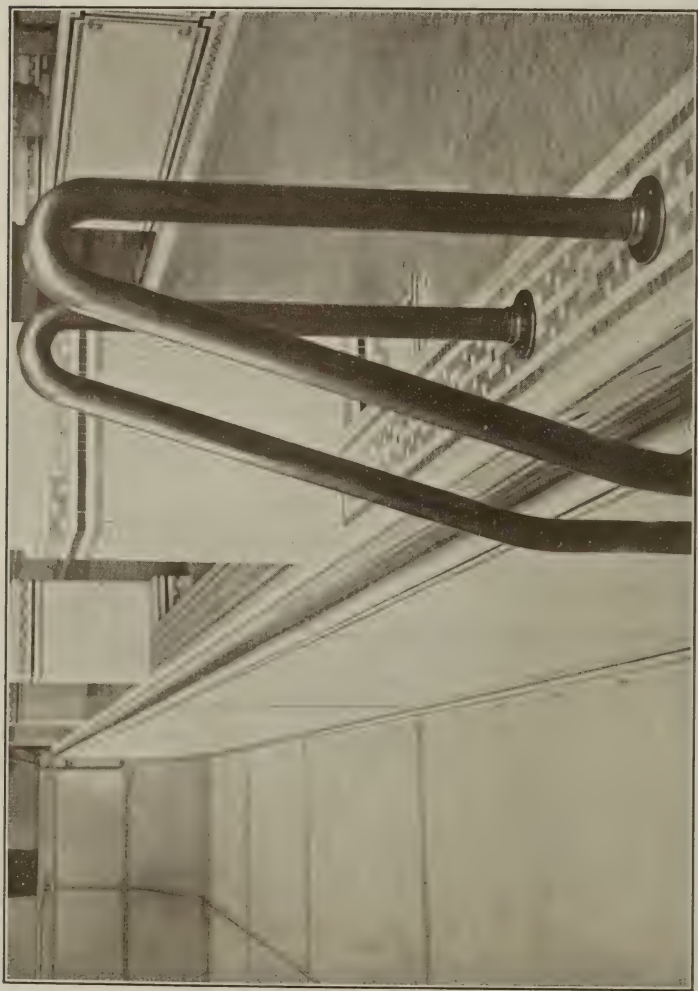
---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Swimming Pool, Walls and Floors. Syracuse University.

---

# ROBERTSON ART TILE COMPANY

---

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Swimming Pool, Walls and Floors. Syracuse University.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Swimming Pool, Walls and Floors, Syracuse University.

---

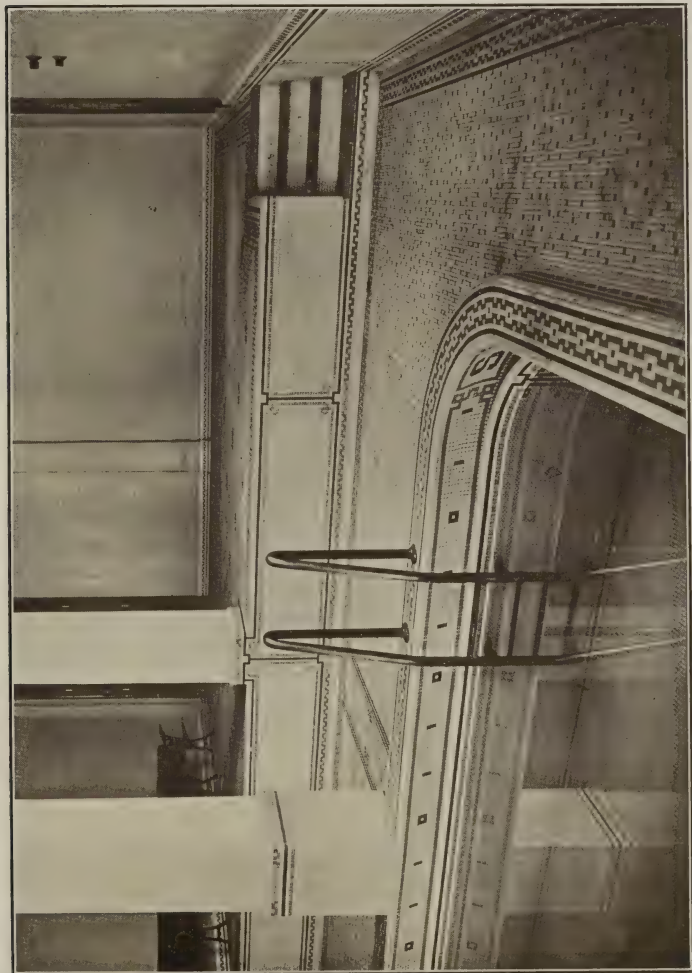
# ROBERTSON ART TILE COMPANY

---

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Swimming Pool, Walls and Floors. Syracuse University.

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Shower Room, Walls and Floor. Syracuse University.



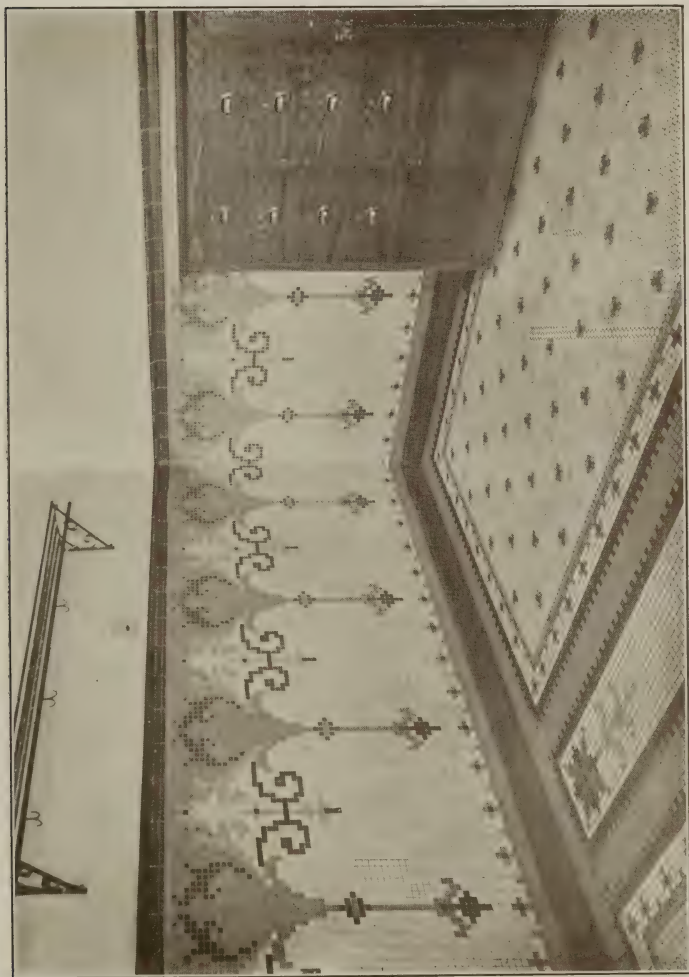
---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

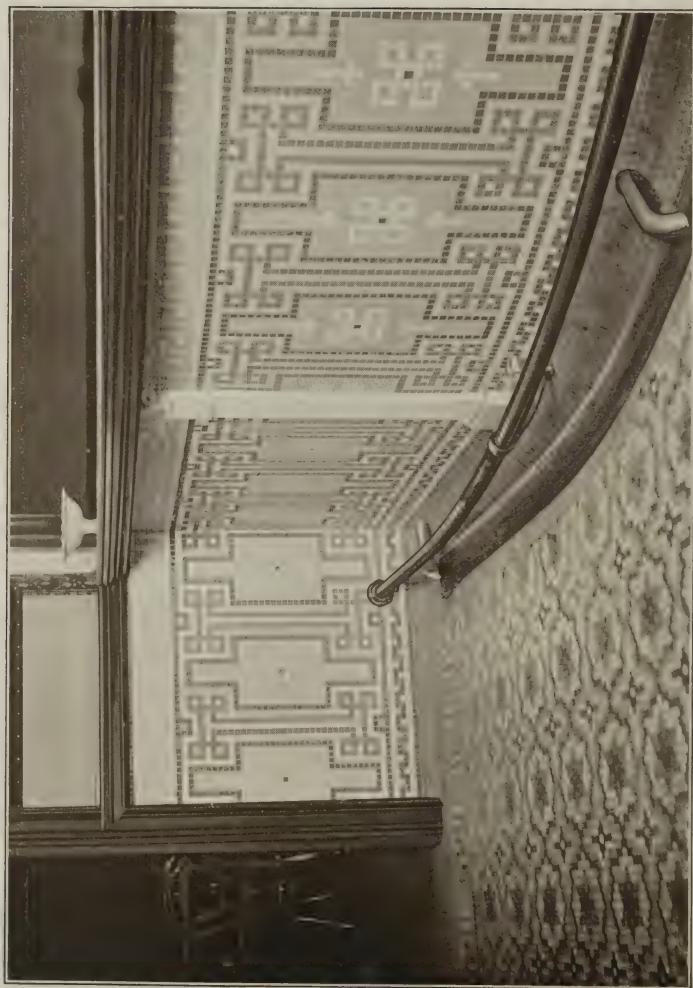


Ceramic Mosaic Floor and Wainscot in a Restaurant.

---

ROBERTSON ART TILE COMPANY  
WORKS: MORRISVILLE, PA. TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor and Wainscot in a Restaurant.

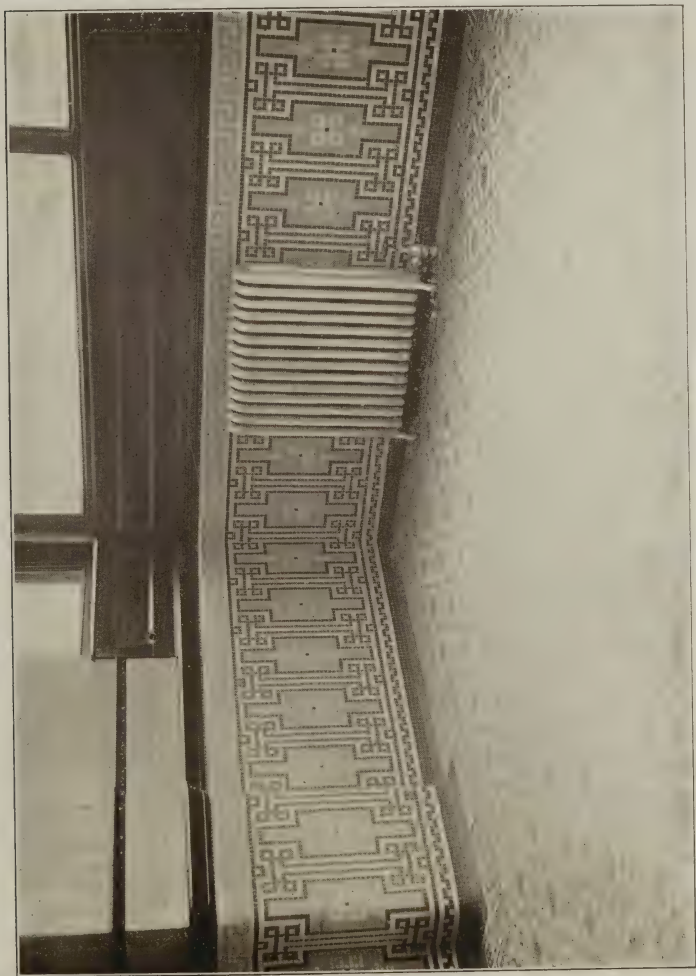
---

ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor and Wainscot in a Restaurant.



---

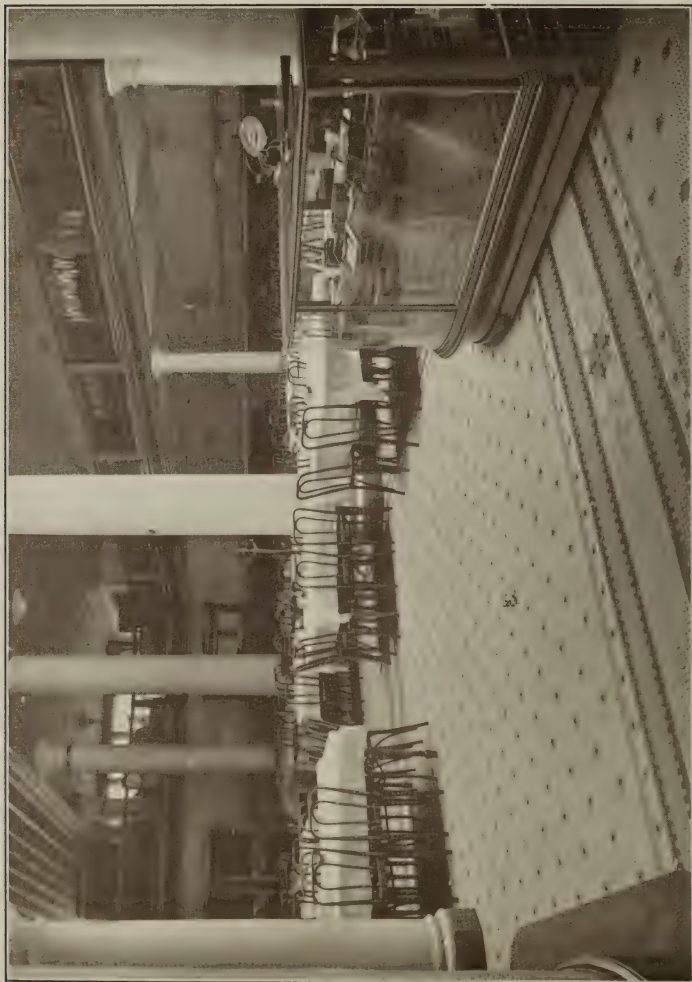
# ROBERTSON ART TILE COMPANY

---

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor in a Restaurant.

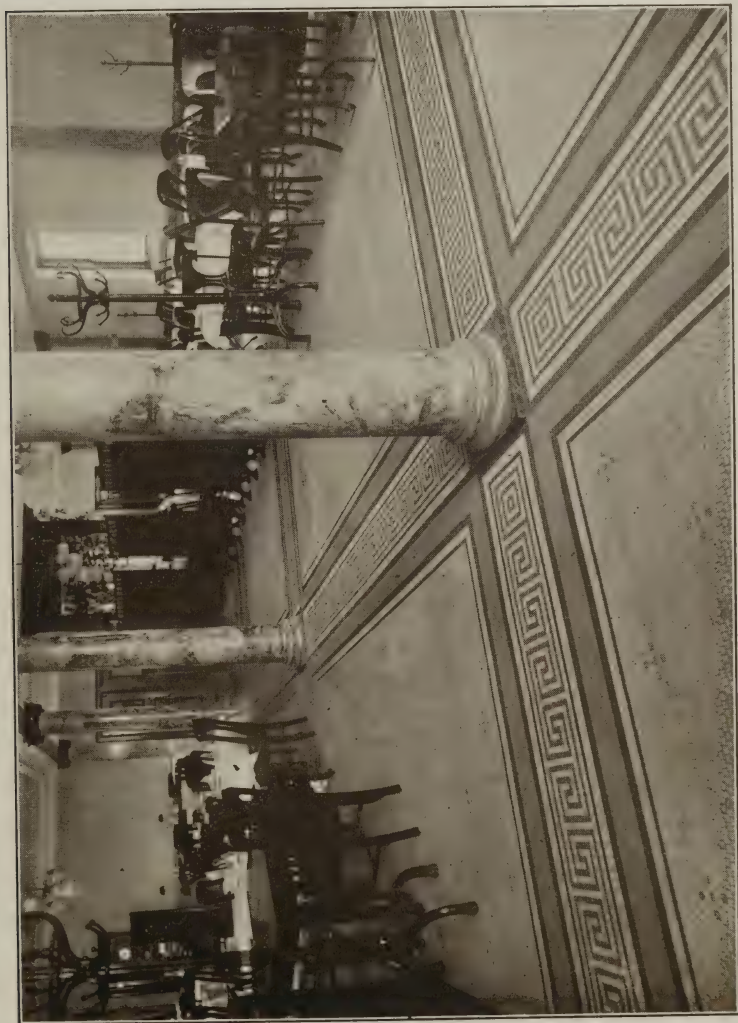
---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor in a Restaurant.

---

ROBERTSON ART TILE COMPANY

WORKS : MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor. Treatment of Church Aisles.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor. Treatment of Rotunda.

---

# ROBERTSON ART TILE COMPANY

WORKS : MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor. Treatment of Church Aisles.

---

ROBERTSON ART TILE COMPANY

---

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic Floor. Treatment of Church Vestibule.



---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---

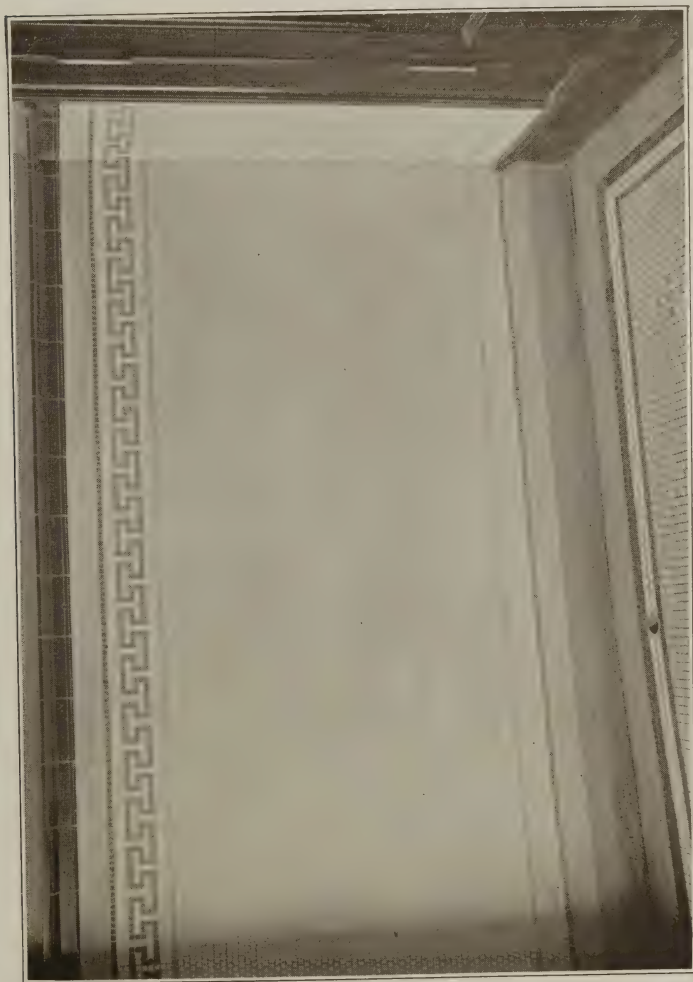


Ceramic Mosaic Floor and Wainscot in a Restaurant.

---

ROBERTSON ART TILE COMPANY  
WORKS: MORRISVILLE, PA. TRENTON, N. J., U. S. A.

---



Simple Treatment of Dado in Ceramic Mosaic,

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls, Boston Subway.



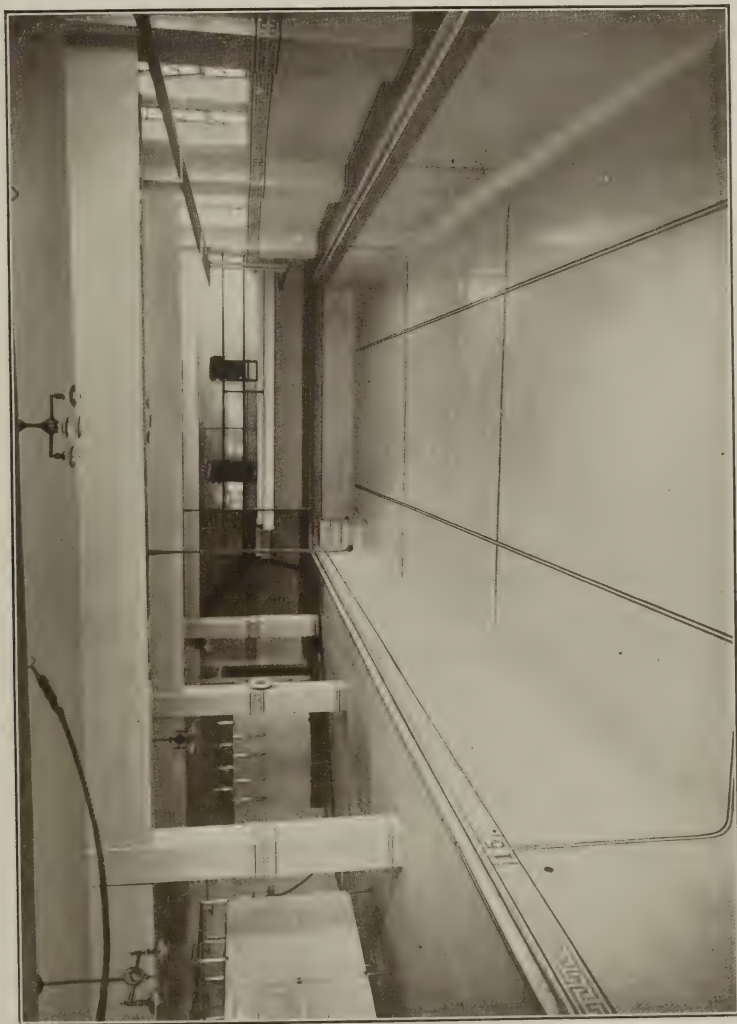
---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Walls and Floors Y. M. C. A., Jacksonville, Fla.

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied to Exterior of Building.

---

# ROBERTSON ART TILE COMPANY

WORKS: MORRISVILLE, PA.

TRENTON, N. J., U. S. A.

---



Ceramic Mosaic applied in Decorative Panels for Exterior  
of Building.



---

ROBERTSON ART TILE COMPANY  
WORKS: MORRISVILLE, PA. TRENTON, N. J., U S. A.

---



Ceramic Mosaic applied to Exterior of Building



THE TECHNICAL DEPARTMENT

OF THE

ROBERTSON ART TILE CO.

IS

AT ALL TIMES READY TO  
ASSIST INTERESTED PARTIES  
BY GIVING INFORMATION,  
FURNISHING PLANS,  
SKETCHES AND SAMPLES

OF

TILE WORK





CRAIG FINLEY & CO.  
PHILADELPHIA.